



home sweet home

*furnishing hope*



# TRUCK SPONSORSHIP --- 2021 OPPORTUNITIES



matt.elmore@homesweethomestl.org | 314.448.9838 ext. 109  
290 Hanley Industrial Court, Brentwood, MO 63144



## ABOUT HOME SWEET HOME

The idea for Home Sweet Home was born out of a community need. After working at several different nonprofits in the area, founder and executive director Betsy Reznicek realized there was no single agency available to help struggling families with home furnishings as they transitioned into a new home. Organizations would struggle to find a couch for one client, a bed for another, a place to store these items, and a way to transport them. Betsy knew someone needed to open a furniture bank that could help service clients in the St. Louis area, so she set out to make that happen.

A small group of passionate and motivated community members formed to evaluate the need and explore the possibility of starting the only furniture bank in St. Louis. With a rented truck, borrowed warehouse space, two staff members, and \$3,000 donation, Home Sweet Home delivered to its first family in October 2015.

Through the outpouring of support from this community and the amazing partnerships formed with other nonprofit organizations in the area, Home Sweet Home now serves over 600 families a year. We run four trucks daily with 15 staff and over 100 volunteers. Donors often keep our 10,000 sqft warehouse filled with gently used or new furnishings. We've rehomed over 114,000 individual household items to families in need.

## TRUCK SPONSORSHIP

Our four trucks are an essential part of our mission to give under-served families a sense of pride and to improve the quality of their lives by providing basic household furnishings. On average, we deliver needed furniture and household goods to 20 families in need weekly! Additionally, we visit just as many homes picking up larger donated items.

These trucks cost money to staff, maintain, and fuel. Your sponsorship will help Home Sweet Home continue offering dignity and support to those in need. **Each truck travels approximately 5,000 miles every quarter.** Secure a sponsorship today and proudly show your company's logo all around St. Louis City and County! Sponsorships are 100% tax-deductible.



## One Truck, One Quarter - \$2,500

- 2'x2' Logo Placement on Both Sides of the Box
- One Dedicated Social Media Post During Your Sponsorship Time (approx. audience of 6,150)
- One Email Blast Mention During Your Sponsorship Time (approx. audience of 4,000 with 32% open rate)

## One Truck, Two Quarters - \$4,000

- 2'x2' Logo Placement on Both Sides of the Box and Above the Cab
- Minimum of Two Dedicated Social Media Posts During Your Sponsorship Time (approx. audience of 4,000)
- One Dedicated Email Blast Mention During Your Sponsorship Time (approx. audience of 4,000 with 32% open rate)
- Photographed Group Volunteer Opportunity for Your Company

## One Truck, One Year - \$7,500

- 2'x2' Logo Placement on Both Sides of the Box and Above the Cab
- Minimum of Four Dedicated Social Media Posts During Your Sponsorship Time (approx. audience of 4,000)
- Two Dedicated Email Blast Mentions During Your Sponsorship Time (approx. audience of 4,000 with 32% open rate)
- Photographed Group Volunteer Opportunity for Your Company

